

Cool contemporaries: the new premium fridge-freezers from Sharp

Sharp presents the SJ-F800SP series four-door fridge-freezer and the three-door bottom freezer SJ-MB300S-ST - two exquisite fridge-freezer series with high-quality stainless steel fronts. Each model comes with an advanced hybrid cooling mechanism to ensure constant, energy-efficient cooling, while Sharp's plasmacluster ion system ensures that the inside remains free of bacteria. The SJ-MB300S-ST also includes a wine bar.

Berlin, IFA 2009 – A hot tip for fresh food: In the SJ-F800SP¹ and SJ-MB300S-ST² fridge-freezers from Sharp, even sensitive food can be stored and kept fresh and tasty for long periods. Both of the appliances are equipped with Sharp's hybrid cooling system which intelligently distributes the cold air throughout the entire inside of the fridge while also ensuring a moderate level of moisture. An aluminium panel installed on the inner rear side is cooled to about zero degrees Celsius and serves to store the cold and evenly distribute it throughout the entire inside of the fridge. This means that larger temperature fluctuations that occur with refrigerators using conventional direct cooling mechanisms are now a thing of the past.

“In addition to the intelligent hybrid cooling technology, we have equipped our new fridge-freezers with the Sharp plasmacluster technology. This reliably reduces the spread of various bacteria and fungi inside the fridge”, explains Beate Moresmau, Marketing and Product Manager for Home Appliances at Sharp Electronics GmbH. “We also place great emphasis on eco-performance. Thanks to the inverter technology used in the SJ-MB300S-ST, the compressor will always automatically adjust the level of refrigeration to the current temperature inside the fridge. This means that the appliance only needs to cool when necessary, which results in consumers enjoying fresh food for long periods while also saving energy and money”, Moresmau added.

Cool eco-design: The two-door freezer compartment of the elegant four-door bottom freezer SJ-F800SP is located below the convenient two-door fridge. The three-door SJ-MB300S-ST has a spacious fridge and two separately accessible freezer compartments. In addition to low power consumption values,³ Sharp has also given its new fridge-freezers an ecological design where the symmetrical four-door optics of the SJ-F800SP means that consumers only need to open one fridge or freezer door as needed. And this means that less of the cold air is lost in comparison to other appliances that have large fridge or freezer doors. The SJ-MB300S-ST with its two separate freezer compartments also benefits from a similar design. In keeping with the “black is beauty” motto, the SJ-F800SP series models are available in silver and black stainless steel.

¹ Dimensions (without handle): W x H x D = 890 mm x 1,830 mm x 770 mm

² Dimensions (without handle): W x H x D = 600 mm x 1,800 mm x 655 mm

³ Power consumption SJ-F800SL: 460 kWh/year (energy efficiency class A+); power consumption SJ-MB300S: 285 kWh/year (energy efficiency class A+) – in wine mode the power consumed only increases by 0.6 kWh/24 hrs.

To ensure tidiness, the spacious door shelves of both fridges offer plenty of storage space, and can even accommodate big bottles and containers. Wine connoisseurs will appreciate the wine bar in the SJ-MB300S-ST, which can hold up to four bottles that are stored at just the right temperature. Wine from a Sharp fridge is always ready to be served, and immediately offers its full-bodied taste.

Cool functions: Sharp's appliances also have a number of other useful features, such as the "no frost" function which prevents frost and ice from forming in the fridges and thus makes time-consuming thawing a thing of the past. The SJ-F800SP's express freezing function, which allows cold drinks fans to make ice cubes in just 30 minutes is a real stroke of technical genius. Smaller quantities of fruit and vegetables can also be shock-frozen in the express ice compartment in no time at all. The appliance also has a holiday mode where the cooling temperature is increased to ten degrees Celsius in order to save energy. This temperature is still low enough for storing food items such as mustard or jams and marmalades.

The fridge-freezers are available in specialist stores throughout Europe now. The recommended retail price for the SJ-F800SP-SL (silver stainless steel) is EUR 2.599, for the SJ-F800SP-BK (black stainless steel) is EUR 2.799 and EUR 1.449 for the SJ-MB300S-ST (silver stainless steel).

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With its global environment strategy, Sharp has made environmental protection an integral part of its corporate culture. What we call the Sharp Super Green Strategy covers the production of energy-saving and energy-generating products in ecologically advanced plants, along with responsible recycling. One of the company's main aims on the road to becoming an "environmentally advanced company" is to significantly reduce both direct and indirect CO₂ emissions in our operations and products. Throughout the world, Sharp has defined environmental standards that apply to all our plants and products, and these are being continuously revised and dynamically improved.

You can find more information about Sharp's environmental activities on <http://www.sharp-world.com/corporate/eco/index.html>.